



brand statement

"To continue our focus on innovation and advanced technology to develop new products that improve the everyday lives and businesses of our consumer and professional customers all over the world."

brand values

Conair is a leading brand in hair and beauty products. They continue to change the way that people do hair, just like when they started out in 1959. When their founder Lee Rizzuto came out with the yellowbird hair dryer, he personally taught hairdressers how to use it. Conair has always strived to be innovative and works towards delivering that through the quality of their products and technology.

scope of project

I will be making a new logo, and then the logo will be applied to a stationary system and mockups of Conair's most popular hair products (blow dryers, hair combs, brushes). I will also include a stylescape, style guide and processbook when the brand is complete and ready to utilize.

target audience

The target audience includes people of all genders age 18-35. These people most likely care about their physical appearance, or at least their hair. They want to keep up their self image and keep their hair styled or even just put together for a busy day or just a day at work.

personality

Conair is simple and to the point. They are all about the product and its quality. They are always working towards bettering their products and getting their customers the best and newest technology.

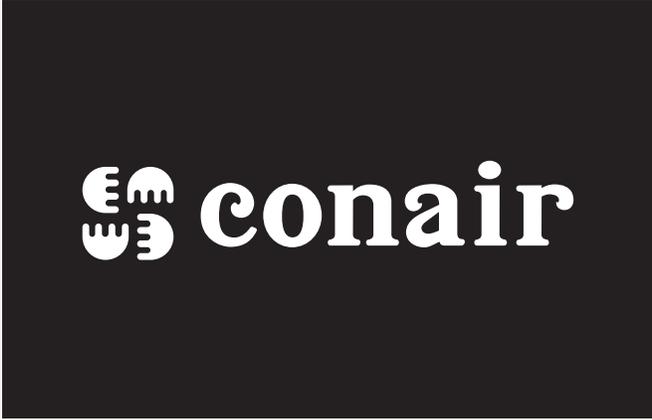
positioning & competition

Some competing brands include Revlon, Remington, and then higher end brands like Dyson and Dry Bar (although they have a higher-end audience). Brands like Dyson and Dry Bar seem higher end, and I think a lot of that has to do with their brands being more cohesive and modern. Conair's logo looks like it belongs in the 90's, which then reflects on how people view their products, unless they are already loyal customers, and that is what's problematic. The competition is newer, and their products may actually be less thought out, but their brand reflects otherwise because it fits in better with modern times and comes off as more sophisticated. Conair has made it clear that their main concern is with the quality of their products and innovation, but because of that, their brand has taken a back seat for a while. Their technology has always advanced but their identity does not reflect their success.

visual tone

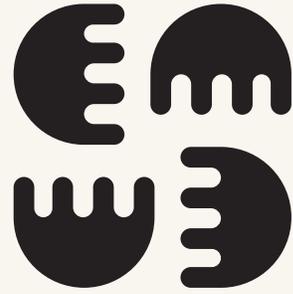
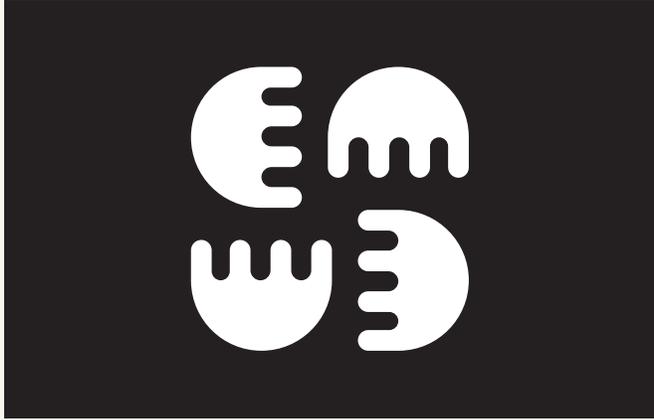
The visual tone of this brand currently is simple and bold, but not very effective in representing all that Conair stands for. Nothing about the current logo shows innovation or that it is a hair and beauty product brand at its origin. With the new visual tone, there will be a more nostalgic feel, along with a bolder and cleaner visual identity that can compete with newer brands on the market. The new brand will be a fresh revival, and the color palette will be purposeful and well thought out, considering all people who use the product but also how the company started. It is important to reference back to what made Conair big, while also throwing those hints and clues into the design of the wordmark, especially since it is placed on almost all products in some way and it currently does not offer any background story.

Conair Corporation. "Conair. Now Serving the World." Conair® Corporation, Conair Corporation, 1 May 2018, www.conair.com/co/92/conair-now-serving-the-world/146.



* used for most materials and deliverables

primary logo



125% safety

secondary logo



do not tilt or rotate



logo is shown in one color only



do not change the positioning of the pictorial element



logo must be legible (brand blue and yellow should never be used with the logo)



logo should never be stretched or skewed



logo should only be in brand colors that are allowed

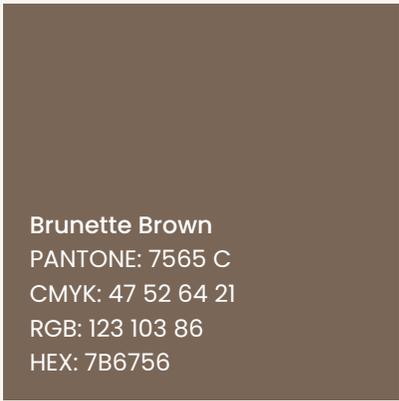
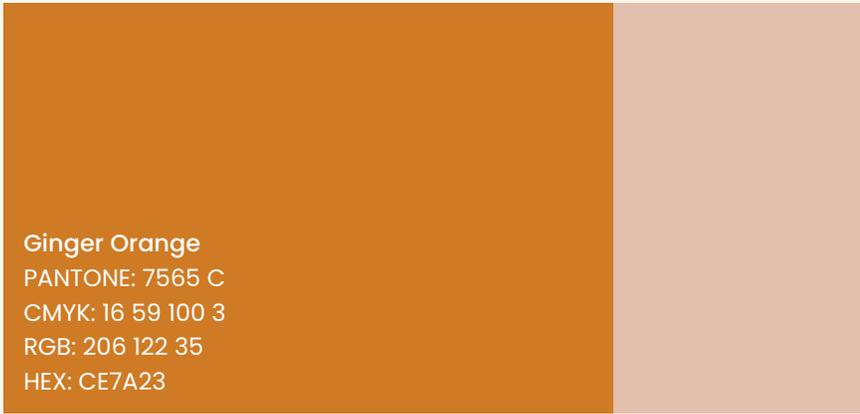


**model numbers are to be written in Poppins Regular only.*

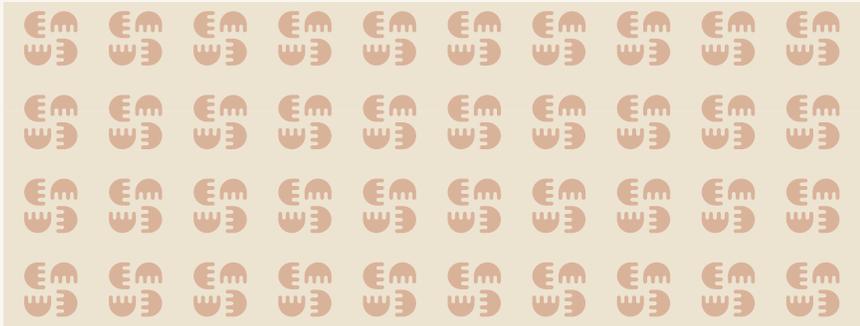
**the wordmark may only be used separately from the pictorial mark when placed on products like hair dryers where the model number is also displayed.*

logo applications

**tints can be used only for ginger orange and dirty blonde*



**pattern for conair, used as background on low opacity and in ginger orange and dirty blonde only*



color palette

primary typeface

BuenaParkJF Regular

Used in the Conair wordmark but also as header text.

Aa Bb Cc

secondary typefaces

Poppins Medium

Used as a second header type.

Aa Bb Cc

Poppins Regular

Used as body copy and to display model numbers.

Aa Bb Cc

Sample Text:

Header

subheader

Elicabor sam facite nonsequ atates
nonsequo quundusa iur rerspel id mos
nihil lautass ectatae explibusanti tes-
ti delescit ut aut ditiossust lam et mint
voluptatisit eic temod mo quiatur sinum
aut lab ipsam ex eume eost quodici do-
lenih iliqui duci aut eatem rent, es eum
quam et remquidi doluptatur aboribus,
nullest velibeatae nossi sequi bearchit
apienetur sanihil magnat qui nullibus
autecum sit ra parumqui resed et que

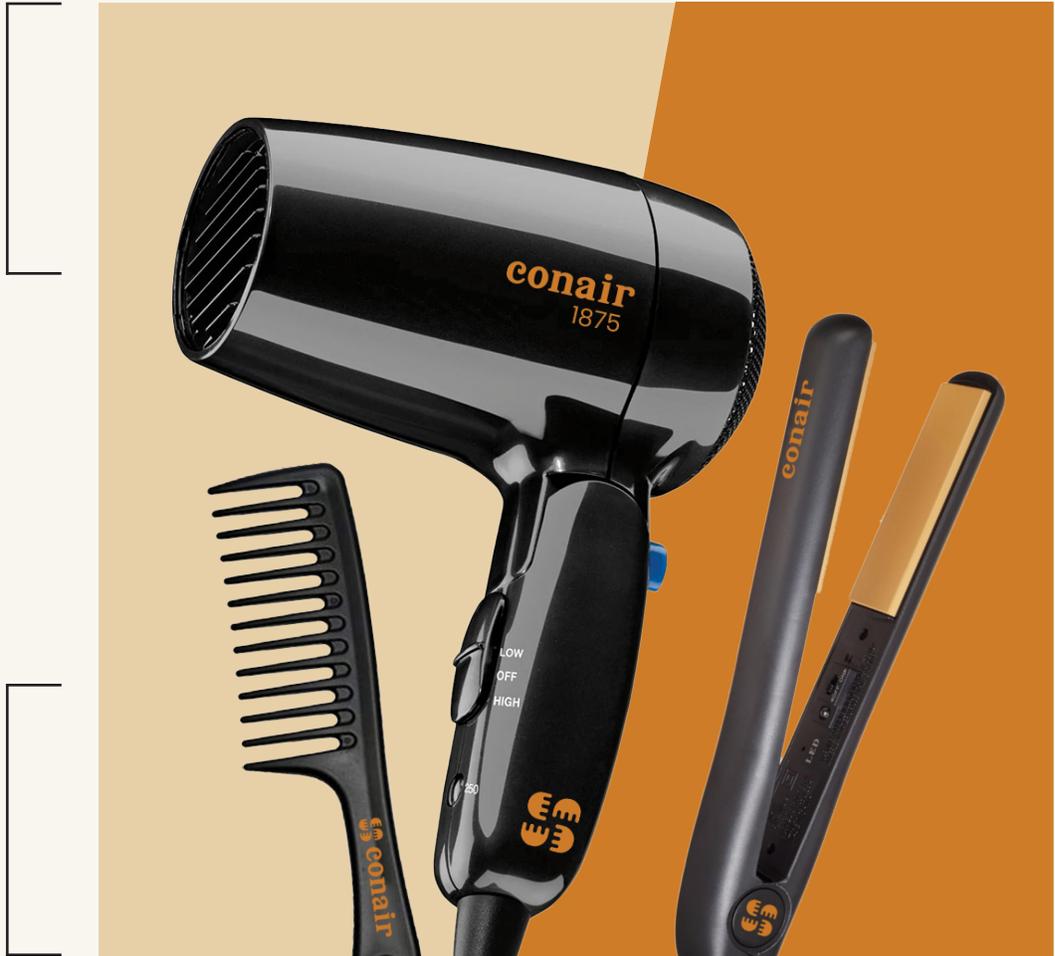
Headline
BuenaParkJF Regular
Size: 35 pt
Kerning: Optical
Tracking: 20 pt

Subheader
Poppins Medium
Size: 20 pt
Kerning: Optical
Tracking: 20 pt

Body
Poppins Regular
Size: 11 pt
Leading: 16 pt
Kerning: Optical
Tracking: 10 pt

**split background,
dirty blonde and
ginger orange*

**no shadows
behind products*



product photography